

Replacement Sheet

INFORMATION GATHERING

Academic Buildings
Residence Buildings
Campus Dining
Locations
Other Service
Locations

Building Attendance
Other Facility Usage
(library, parking, etc.)
Traffic Analysis

Campus Demographics
Classroom Attendance Data
Campus Building and Facility Usage
Current Sales and Participation
Competition Assessment

University Interviews
issue spotting

SEGMENTATION

Geographic units are defined by student lifestyle criteria:

- Living areas
- Building amenities
- Building usage (academic, recreation, etc.)
- Campus culture
- Traffic pathways and behavior
- Traveling times point-to-point on campus
- Barriers to travel (major roads, bridges, etc.)

Day Parts are defined by mealtime and demand criteria:

- Breakfast
- Lunch
- Afternoon Snack
- Dinner
- Late Night

Additional Information Gathering
via focus groups, web surveys, intercept surveys, etc.

Lifestyle Questions
• Ideal Location

- Ideal Price
- Ideal Menu
- Ideal Brands
- Ideal Hours
- Ideal Style of Service
- Meal Plan Assessment
- Catering Assessment

Spending Behavior

- On campus
- Off campus
- Identify Other Opportunities**
- New locations
- Enhancements to existing locations
- New services

CORRELATION AND PLANNING

Compare Needs by Day-part vs. Current Services

To Identify Opportunity Gap

Correlation

Align Needs / Opportunity Gap with precise selection criteria for all brands in service provider portfolio. Option for custom solutions.

Align Needs with custom Meal Plan solutions.

Align catering and other needs with custom solutions

Planning

Financial Modeling

Design Proposal

Custom Solutions

Proposed Solutions

Plan Implementation

Client

Presentation

Findings and proposed solutions are presented for client review and approval.